

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 401 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 17225	Campaign Ref: E:063890530
Buyer: Senate	Client/Product/Estimate: / / 1028	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06389053
Est./PO Number: 06389053	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	1	1	275
2	M-F 11a ET / 10a CT Price Is Right M.....	04	225	30 Comme	Nbr of Spots	1	1	225
3	Fri 10p ET / 9p CT Blue Bloods ...F..	05	1200	30 Comme	Nbr of Spots	1	1	1200
4	CBS NFL Today SunS	08	225	30 Comme	Nbr of Spots	1	1	225
5	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	1	750
6	Sat CBS NCAA FootballS	04	1000	30 Comme	Nbr of Spots	1	1	1000
7	Thu 10p ET / 9p CT Elementary ...T...	05	1150	30 Comme	Nbr of Spots	1	1	1150
8	Sun 9a ET / 8a CT CBS Sunday	04	275	30 Comme	Nbr of Spots	1	1	275
Weekly Totals: Total Spots(Ord Spots)					12	5	17	

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WSPA-TV
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Client: Jim Davis/ R/ NC State Senate	Submission Cost: 17225	Campaign Ref: E:063890530
Buyer: Senate	Client/Product/Estimate: / / 1028	Sales Rep: HRP Washington, DC
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
9	M-F 4-5p Judge Judy ...TF..	04	225	30 Comme	Nbr of Spots	1	1	225
10	M-F 4-5p Judge Judy M.....	04	225	30 Comme	Nbr of Spots	2	2	450
11	Sat CBS NCAA FootballS.	04	1000	30 Comme	Nbr of Spots	2	2	2000
12	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	1	750
13	Mon 8-9p ET / 7-8p CT How I Met / Partners M.....	05	1700	30 Comme	Nbr of Spots	1	1	1700
14	Mon 10p ET / 9p CT Hawaii Five-0 M.....	03	4000	30 Comme	Nbr of Spots	1	1	4000
15	Wed 10p ET / 9p CT CSI WV....	03	3000	30 Comme	Nbr of Spots	1	1	3000
Weekly Totals: Total Spots(Ord Spots)					12	5	17	

Grand Totals								
Month 10 Weeks: 4				Month 11 Weeks: 4				
Totals				Totals				
Spots				Spots				
17				12				
5				5				

		Month 10 Weeks: 4	Month 11 Weeks: 4
		10/22	10/29
Totals	17225		6375
Cost		10850	

Grand Totals:

Spots:	17
Gross Total:	17,225.00
Commission:	2,583.75
Net Total:	14,641.25